

**REMARKS / ARGUMENTS**

Claims 26-32 remain pending in this application. Claims 1-25 have been canceled without prejudice or disclaimer. New claims 26-32 have been added.

**Priority**

Applicants appreciate the Examiner's acknowledgment of the claim for priority and safe receipt of the priority document.

**35 U.S.C. § 103**

Claims 1, 5, 7-8, 12, 14 and 23 stand rejected under 35 U.S.C. §103(a) as being unpatentable over De Boor (WO Patent No. 99/59283) in view of Chapman et al (U.S. Patent No. 6,216,228). Claims 2, 6, 9 and 13 stand rejected under 35 U.S.C. §103(a) as being unpatentable over De Boor in view of Chapman et al and further in view of Tsuchiyama et al (U.S. Pub. No. 2002/0129255). These rejections are traversed as follows.

New claims have been added to clarify the present invention and to clearly distinguish them from the prior art. According to the present invention, an image mark is embedded with data including information that is desired to be disclosed by an information exhibitor, information as to expiration term to be used to control display of information that is desired to be disclosed and information as to an

electronic signature to be used to conduct verification of authenticity of both the information that is desired to be disclosed and the information as to the expiration term, by using electronic watermark techniques. Applicants' image mark symbolically expresses a content of the data embedded in the image mark. In other words, the content data that is to be disclosed resides at a certain URL, and the URL is embedded in the image mark by means of an electronic watermark technique. The image mark acts as a button for leading a reader to the URL. Therefore, not only the types of data to be embedded but also a target to be watermarked are quite different between the present invention and Chapman et al.

Chapman et al seek to prevent children from viewing scenes of violence in video data. On the other hand, the present invention is directed to enable individuals reading information delivered by a network after verifying the authenticity of some information. In Chapman et al, content classification codes representing "NO-restriction", "NG under the age 15", and the like, are included within content data themselves such as the video or image data that is to be shown.

In addition to these differences, Applicants' invention has the following advantages. It is possible to verify from an image mark that the image mark is properly managed by an authentic mark manager. It is also possible to verify from an image mark that information embedded in the image mark is properly disclosed by an information exhibitor without tampering. Furthermore, it is possible to control display of the information embedded in the image mark according to this verification.

The deficiencies in Chapman et al are not overcome by resort to DeBoor.

DeBoor provides an electronic advertising system and method suitable for wireless communication devices such as mobile terminals. With respect to messaging services, undeleted advertisements are stacked in a mailbox to prevent reception of important mail. Only character information is available as information for advertisements. In addition, the user can quickly respond to the advertisements.

With respect to banner advertisements, they are too expensive to be used by mobile terminals and the size of the display screen is too small. The function of transferring to a user a special advertising page hosted to provide the advertisement is provided. Therefore, the purpose and construction of DeBoor's system is quite different from the presently claimed invention.

On page 27, lines 14-24, DeBoor discloses that advertising package 700a is authenticated by using information of Signature Field 711 (see Fig. 7) included in the advertising package to prevent unauthorized advertisements from being stored in the wireless communication device. In addition, DeBoor discloses, on pages 16-17 and Fig. 3, that a time during which the advertisement file 320 is valid is determined from an expiration date 323 and a system clock so as to control display thereof on the display screen of the wireless communication device. Even if this teaching is combined with Chapman et al, one of ordinary skill in the art still would not arrive at the presently claimed invention.

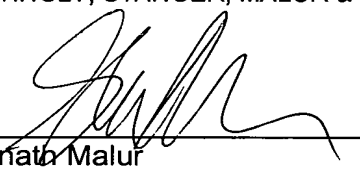
These deficiencies are also not overcome by resort to Tsuchiyama et al. The Examiner merely relies upon Tsuchiyama et al for disclosing authenticating digital data to render according to the digital signature. As such, it is submitted that the pending claims patentably define the present invention over the cited art.

**Conclusion**

In view of the foregoing, Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

MATTINGLY, STANGER, MALUR & BRUNDIDGE, P.C.

By   
Shrinath Malur  
Reg. No. 34,663  
(703) 684-1120